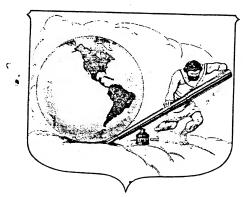


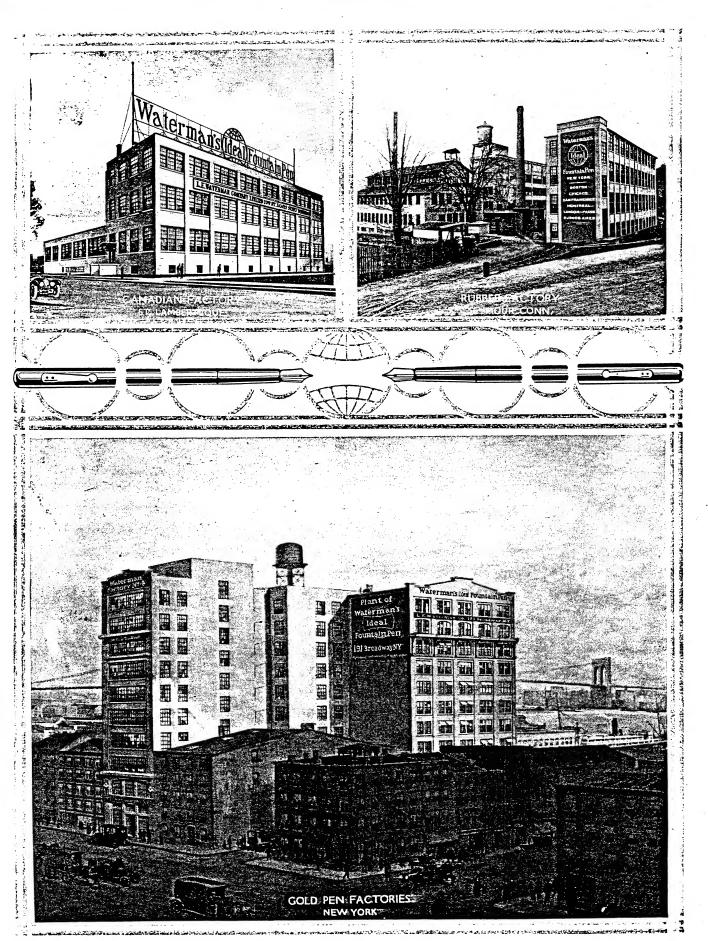
Copyright 1919 by L. E. Waterman Company New York

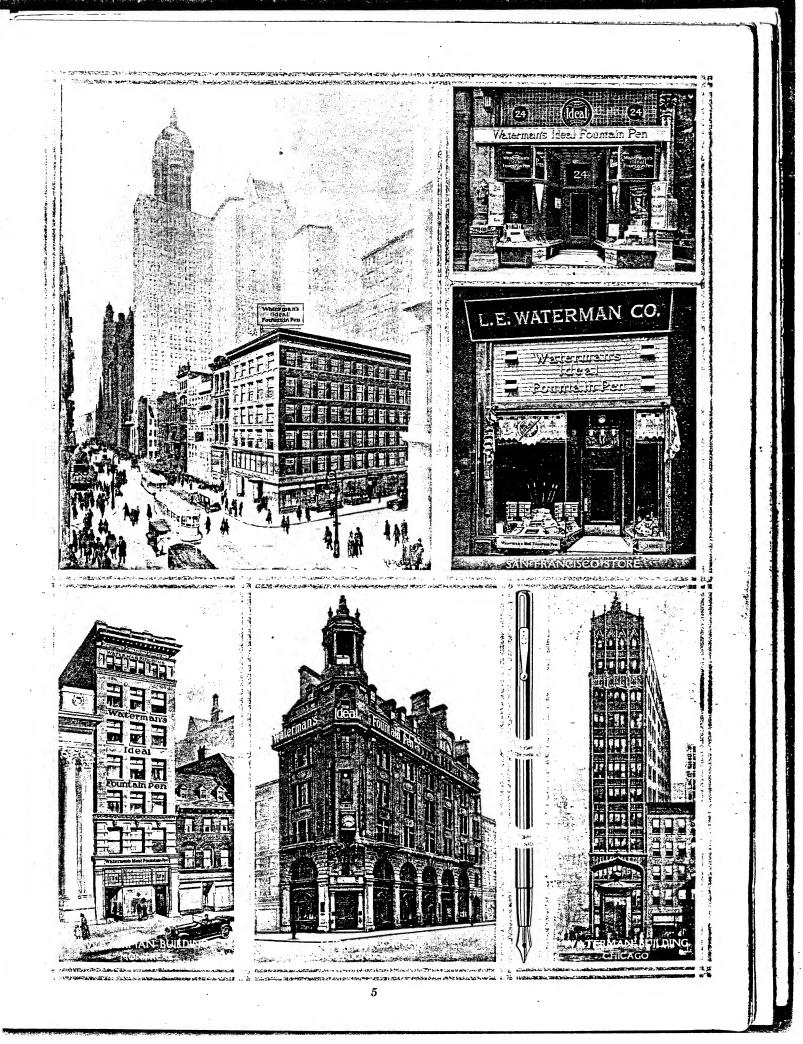
Waterman's Ideal FountainPen



Deleterman Company, 191 Broadway New York

Boston, 24 School St. San Francisco, 17 Stockton St. Paris Montreal, 179 St. James St. Montreal, 179 St. James St. Buenos Aires







Founder of the Waterman Pen Industry

IN publishing this edition of our catalog, we are prompted by the desire to place in your hands a reference book, the high character of which will at once not only command your attention but favorably impress your customers with the fact that the L. E. Waterman Company stands foremost in the Fountain Pen Industry.

"Waterman's Ideal Fountain Pen," a standard trade-mark, originated by the inventor of the pen that bears his name, has a broader and fuller meaning than that of a mere phrase. It not only stands for a pen that is perfect in its workmanship and service rendered to the user, but it also stands for a Business Policy, a relationship between manufacturer and merchant, one that was established with the beginning of the industry and one which we have always been careful to maintain.

Pioneers in the field of scientific fountain pen making, it has been our proud boast for over a third of a century that Waterman's Ideal Fountain Pen is the peer of any pen made, and that every whim of the fountain-pen-using public can be satisfied from our line.

That this is not an idle claim is substantiated by the fact that nearly thirty million Waterman's Ideals are in daily use in all parts of the civilized world.

From a modest beginning, comprised principally of an idea, with its first home consisting of desk space in a cigar store, the business has developed, growing year by year, ever in the forefront, until five large factories and ten branches with a staff of nearly two thousand loyal associates and employees are now required to supply the constantly increasing demand for our pens.

The growth of the L. E. Waterman Company marks the progress of the fountain pen industry.

Simplicity, Safety, Service and Satisfaction mark the high standard maintained by Waterman's Ideal Fountain Pens. To attain this achievement, only the very best grade of materials are used, fashioned by the most modern tools in the hands of none but highly skilled mechanics. Every element required to produce a perfect article is used in the production of Waterman's Ideals.

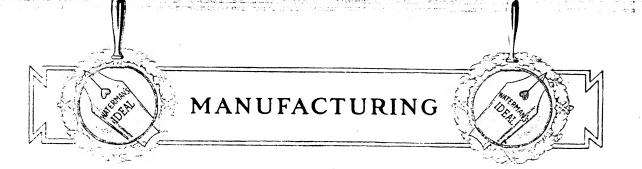
Every pen that bears the name of "Waterman's Ideal" is the product of the most scientific knowledge and skilled labor it is possible to employ in the manufacture of a fountain pen, and is backed by our iron-clad guarantee to give absolute satisfaction.

We have endeavored, in the following pages, to convey a general idea of the business and this staple line as it is today. There are four important types of holders, with a world-wide demand of varying proportions for each. The different types are made in a range of practical sizes, adaptable to different "hands," fancies and writing customs. The varying sizes in the different types are mounted with gold and silver in many conventional, floral and other designs, as illustrated and described. The line of Waterman's Ideals is unique in many ways, particularly so because it meets both the personal fancies and unlimited handwriting requirements of all writers. Handwriting requirements are as varied as are the personalities of the writers. Notwithstanding, everything that is wanted in fountain pens can be had in Waterman's Ideals. The entire line of merchandise that is described within these pages is being presented constantly to the writing public through the medium of advertising. It is therefore our earnest suggestion that these pages be carefully read by our dealers and their sales force, and the book retained for ready reference until our next catalog, marking another forward step in the fountain pen industry, reaches you.

Seleaterman Company.







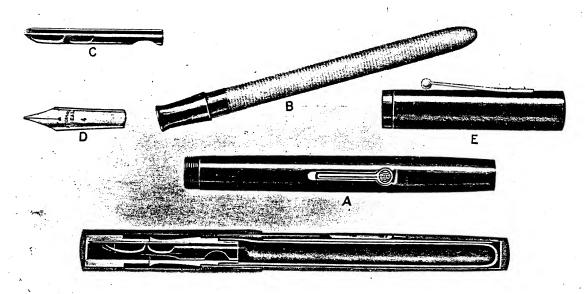
Rubber-Gold-Iridium-gathered from distant parts of the Earth and fashioned by modern machinery in the hands of highly skilled operators epitomizes the elements and the manufacture of Waterman's Ideal Fountain Pens.

Rubber: The finest Beni-Bolivian Para rubber is procured from the remote forests of South America, and shipped to our factories to go through the Waterman processes and after being vulcanized is made into the rubber parts composing our various types of fountain pens.

Gold: Bought from the United States Government and guaranteed to assay pure, is alloyed to 14 kt. fine, then put through our special hardening and rolling processes until the degree of fineness and temper characteristic of Waterman's Ideal Gold Pens is reached.

Iridium: A rare and costly mineral of unusual hardness is obtained from the Ural Mountains in Russia. Cheaper and softer Iridium may be obtained from other localities, but only the best is ever used on the point of a Waterman's Ideal Gold Pen—that is why they have that superfine contact point and remain a source of supreme satisfaction long after cheaper pens have been discarded.

Manufacture: Perfection can only result from efficiency. Efficiency can only result from time and effort conscientiously applied. In the hands of highly skilled craftsmen, many of whom have been in our employ for a quarter of a century, the carefully selected and tested materials described above are put through the two hundred and ten distinct operations that convert them into the finished product bearing the L. E. Waterman Company trade-mark.

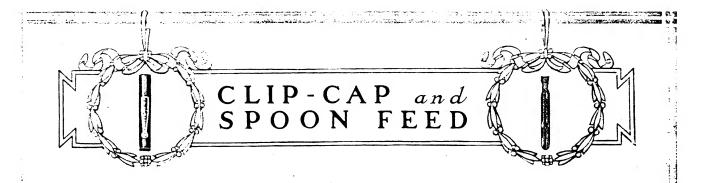


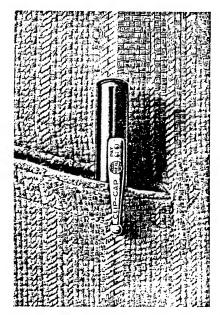
The Principal Parts of Waterman's Ideals

- A. The Barrel is finished in a very high polish, and made with the largest possible ink capacity.
- B. The Point Section (with Ink Tube attached), in which the Gold Pen and Spoon Feed are carefully fitted, sets firmly into the barrel, leaving no shoulder at the joint.
- C. The Spoon Feed Section-described on opposite page.
- D. The Gold Pen-described on page 52.
- E. The Cap is finished exactly like the barrel, and fits over the Point Section, screwing firmly on to the barrel.

In the different types of Waterman's Ideals described herein, these parts are somewhat varied, but remain essentially the same in character and purpose. The greatest simplicity is retained in all Waterman's Ideals, affording durability, strength, and mechanical perfection. The several parts are fitted together with technical precision, and are individually and collectively tested.

ANTERNAL CONTRACTOR STRATE





T is important that these two patented features be not overlooked, contributing as they do, so much to the great superiority of Waterman's Ideal Fountain Pens.

CLIP-CAP means far more than merely a Cap with a Clip. It means a Clip riveted in place; a Clip that cannot slip out of position or become detached and lost.

Pens fitted with Clip-Caps cannot roll off the desk or fall from the pocket and be broken, thus making the Waterman's Ideal Clip-Cap a safety feature that well justifies its universal demand and use.

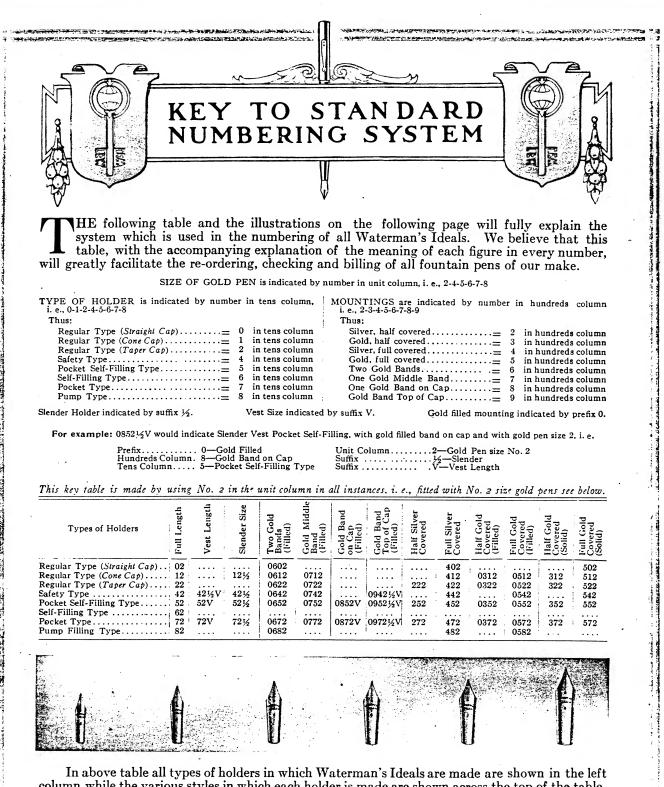
Clip-Caps are to be had only on Waterman's Ideal Fountain Pens.

SPOON-FEED:—The splendid success of Waterman's Ideal Fountain Pens is due not to any "lucky" accident, but to a long, careful study and application of the scientific principles involved in the construction of fountain pens.

The law of gravity produces a precipitation of ink in the barrel toward the point of the pen, but which must be under constant control so that only the exact amount of ink required will be fed at all times. Likewise the expansion of air in the barrel of the pen, due to heat from the hand must be controlled.

Waterman's Ideal Spoon Feed, made from the finest grade of Para rubber, with the channels and reservoirs scientifically designed and constructed, acts as a governor which automatically regulates the precipitation of ink in such a way as to produce, when in use, the steady capillary flow that is so distinctive of Waterman's Ideal Fountain Pens.

The Improved Spoon-Feed, a Waterman patent, and used only in Waterman's Ideal Fountain Pens, insures a steady, sure and instantaneous flow of ink and eliminates the "overflow" that makes dangerous the use of cheap and carelessly constructed fountain pens.



In above table all types of holders in which Waterman's Ideals are made are shown in the left column while the various styles in which each holder is made are shown across the top of the table. The finish of the holder, or the *design* of the mounting, however, is always indicated by the addition of a descriptive word after the number, for instance:

"Plain" or "Chased" on the unmounted pens. "Plain" or "Engraved" on gold banded pens. "Gothic" or "Filigree" etc., on gold or silver mounted pens.

Size of Gold Pen is indicated by the figure in the unit column of all numbers,

i. e., Safety pen plain fitted with No. 6 gold pen is No. 46.

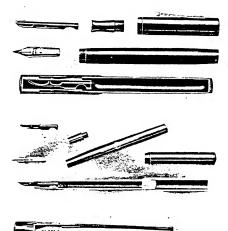
Above illustrations one half actual size. For comparative sizes of Gold Pens see page 53.

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The Types of Holders

are indicated by the figure in the Tens Column of all Numbers, as shown on opposite page

Pocket Self-Filling Type, Nos. 52¹/₂V to 58, shown in all sizes and styles on pages 14 to 23. Made to fill direct by suction from any ink supply by merely raising the lever and pressing it down. The lever locks. Fitted with our Screw Lock Security Cap, as shown in the complete sectional illustration of this type pen on page 10.



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Pocket Type, Nos. $72\frac{1}{2}V$ to 78, shown in all sizes and styles on pages 24 to 30. Same general type of fountain pen as our well-known Regular Type, and fitted with our Screw Lock Security Cap. ALL STATISTICS

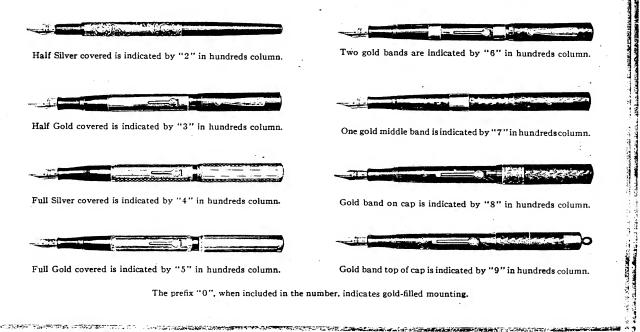
Regular Type, Nos. $12\frac{1}{2}$ to 18, shown in all sizes and styles on pages 31 to 37. This is the well-known Cone Cap style of holder, on which the cap fits by friction on either end.

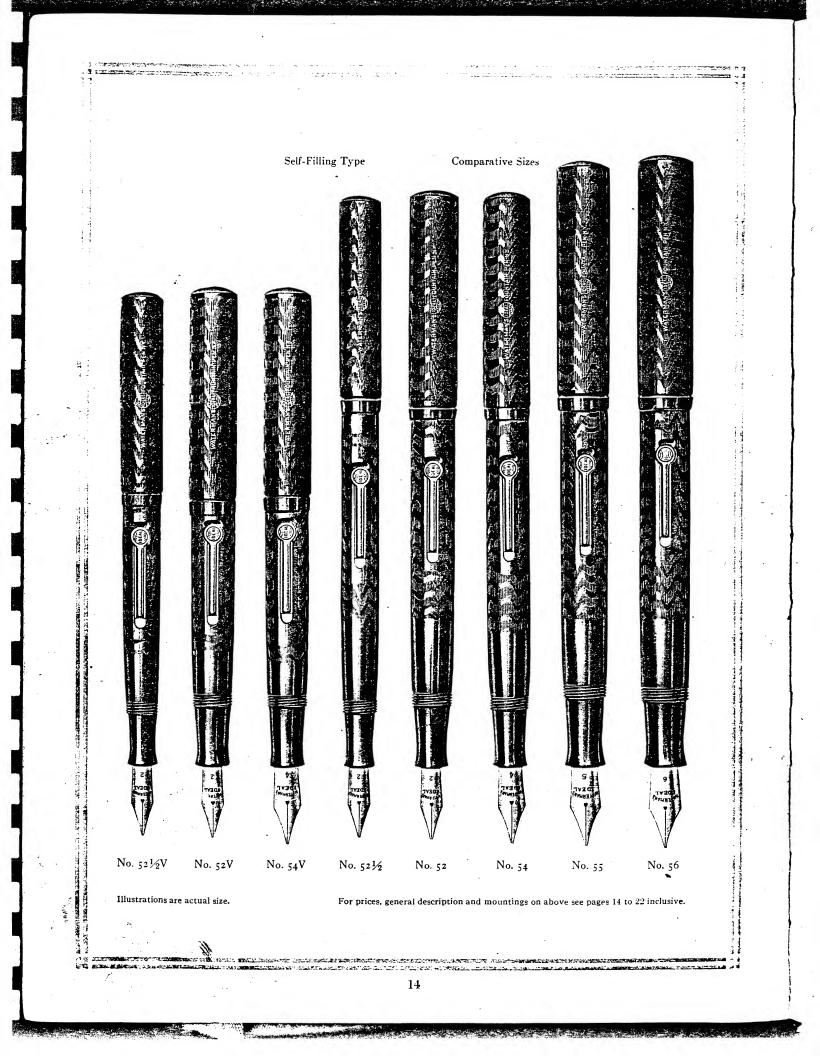
Safety Type, Nos. $42\frac{1}{2}V$ to 48, shown in all sizes and styles on pages 38 to 43. The Gold Pen and Feed turns down into the barrel of this type in order that the cap may screw on to the pen end when not in use, and seal (or cork) the ink supply. The Gold Pen and Feed turn out into writing position by a slight twist of the cap when placed on the butt end. The Safety Type may be carried filled with ink upside down, sideways, or in any position and cannot spill.

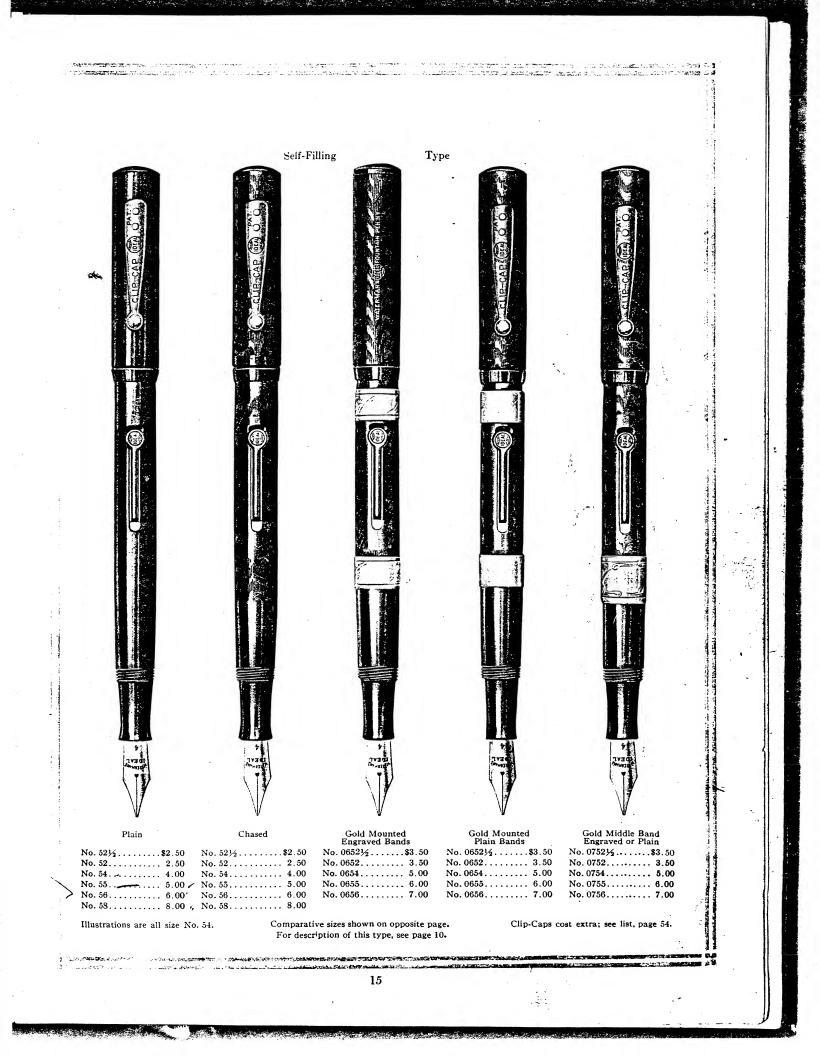
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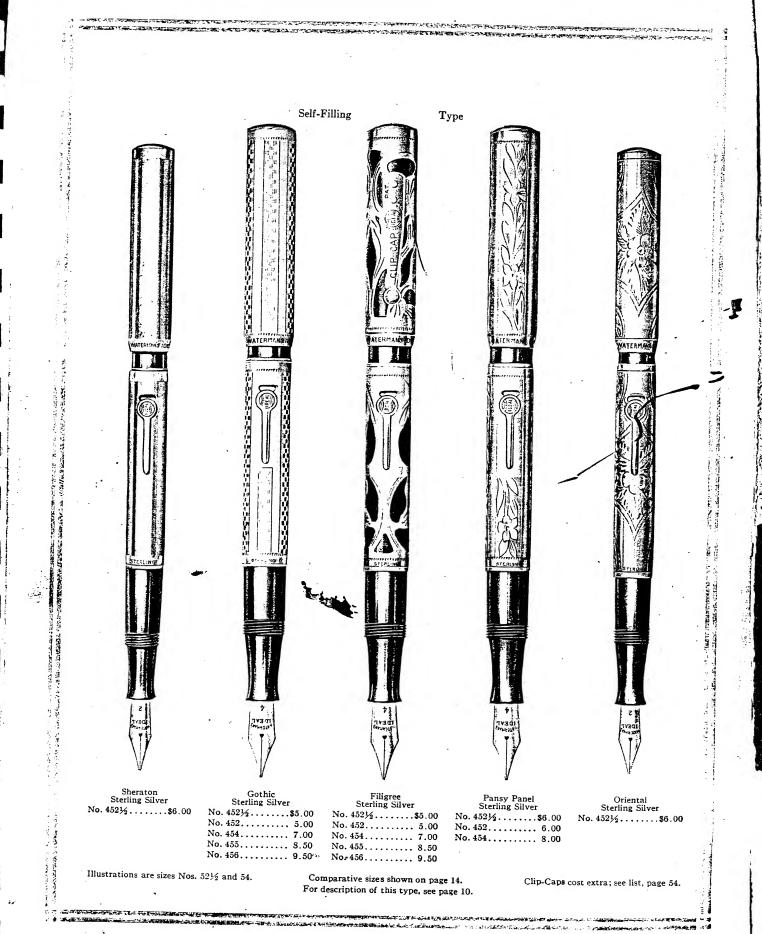
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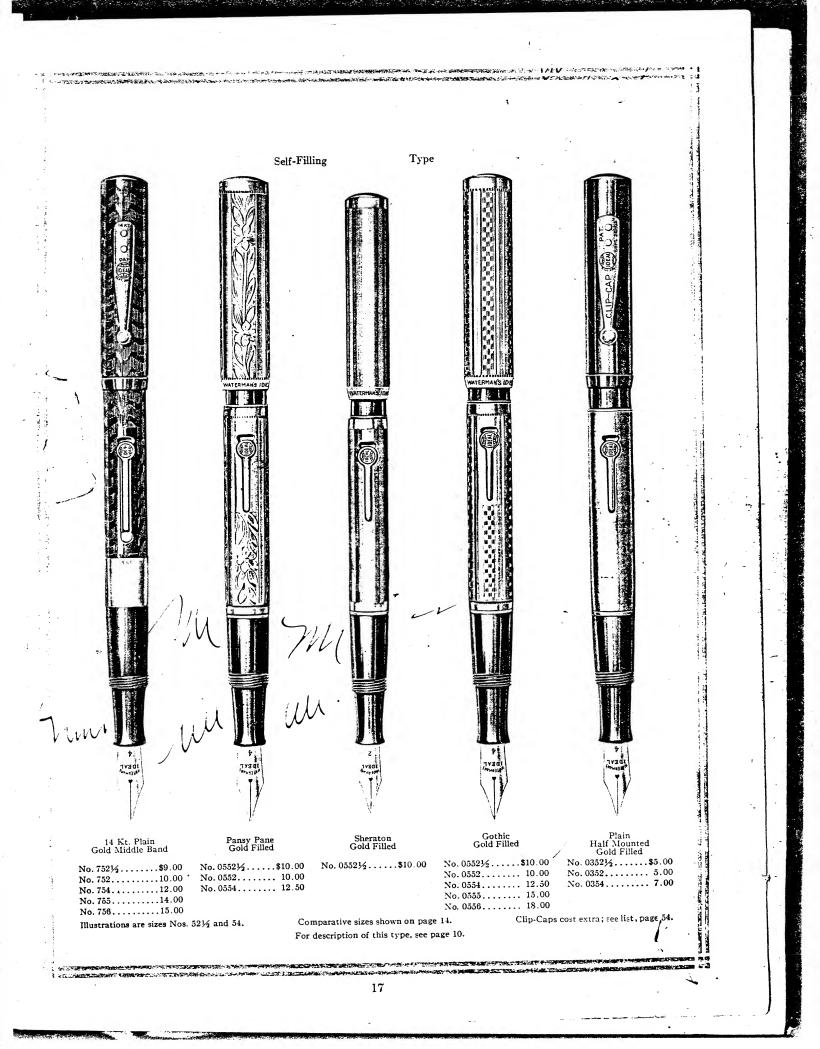
are indicated by the figure in the Hundreds Column in all Numbers as shown on opposite page

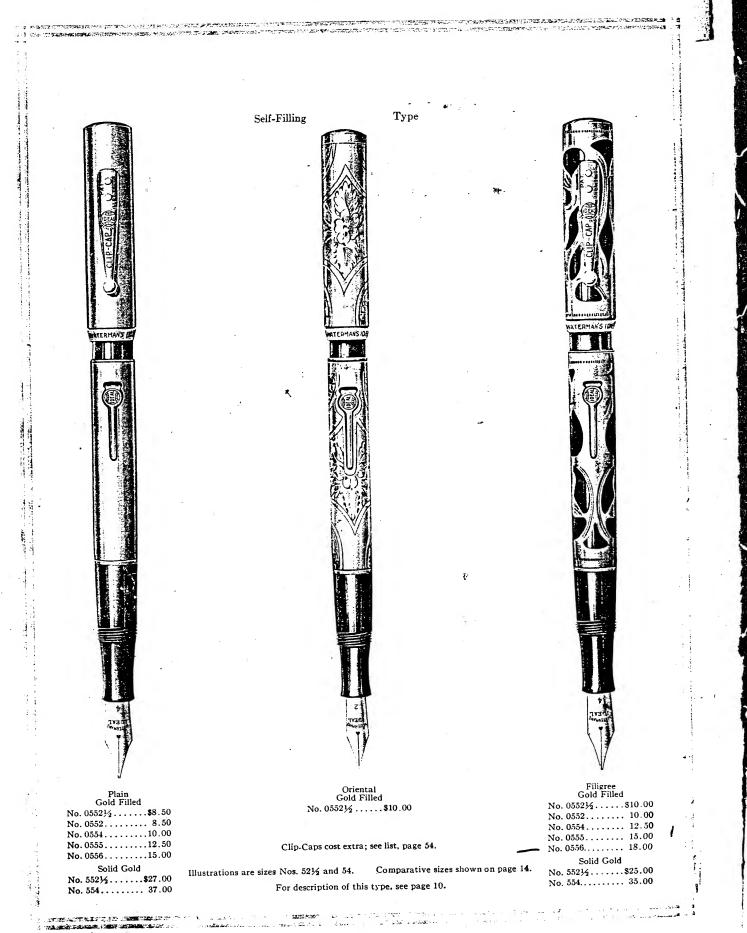


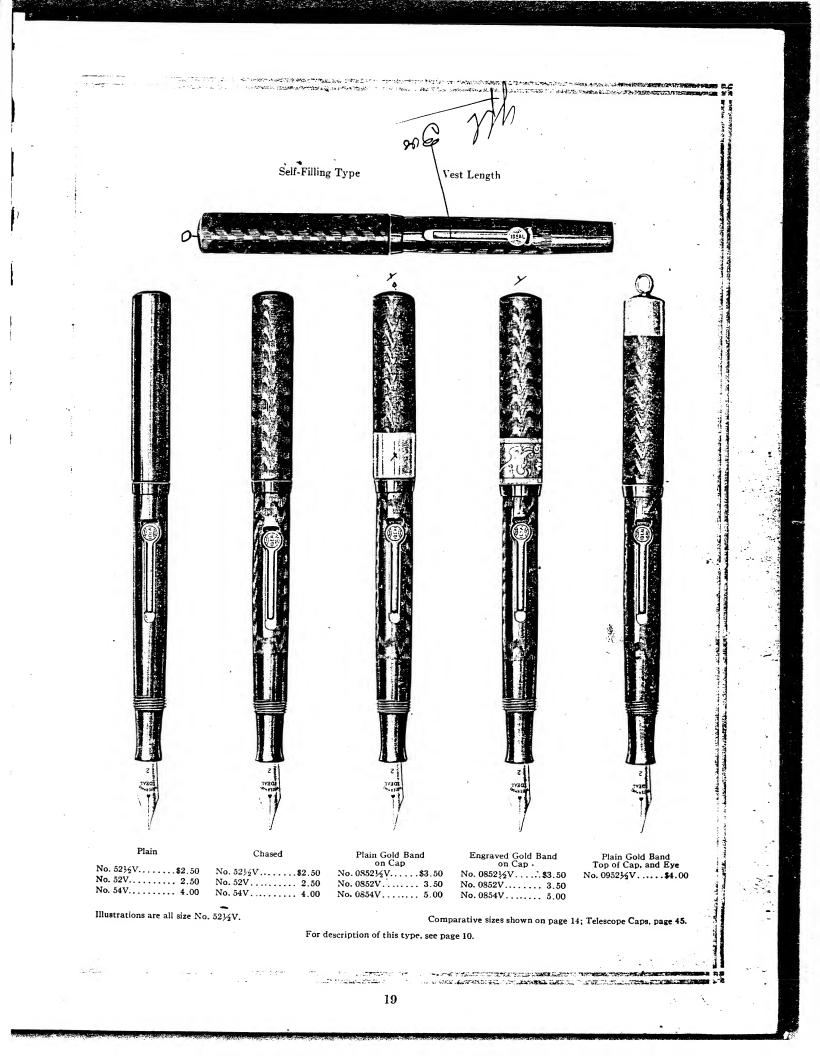


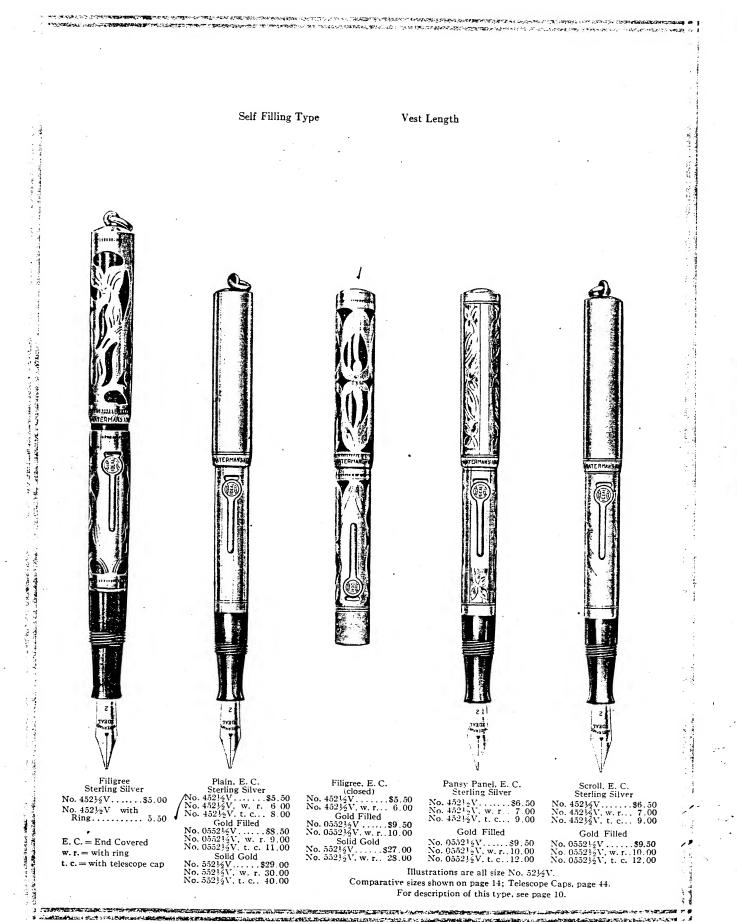




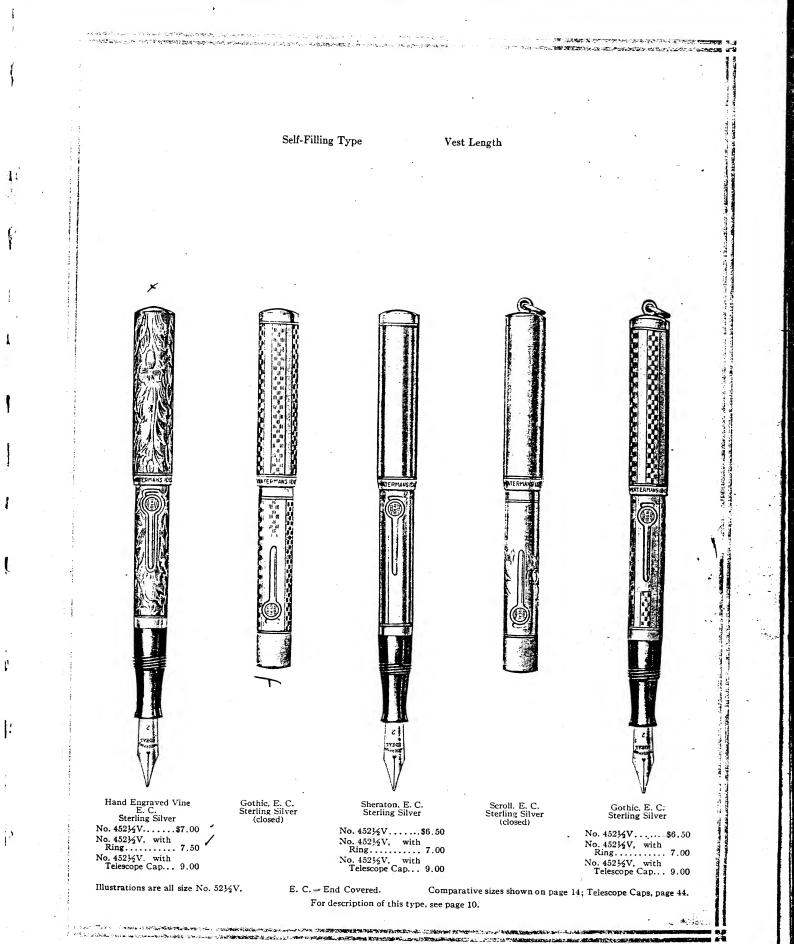


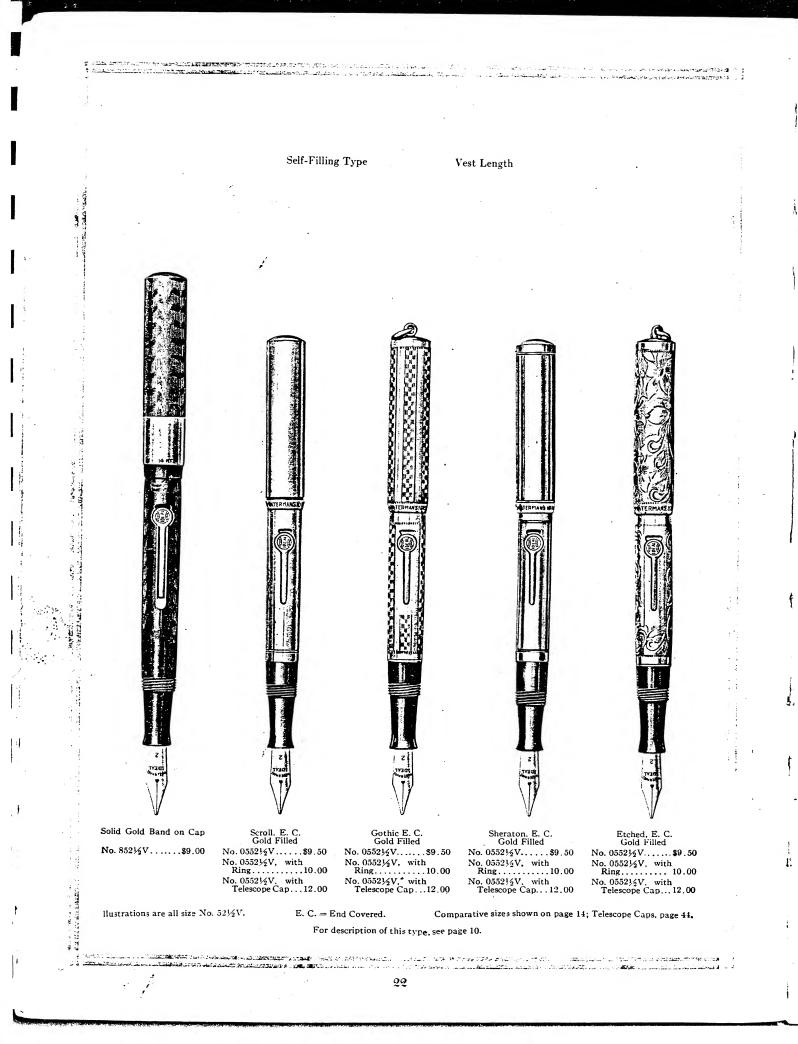


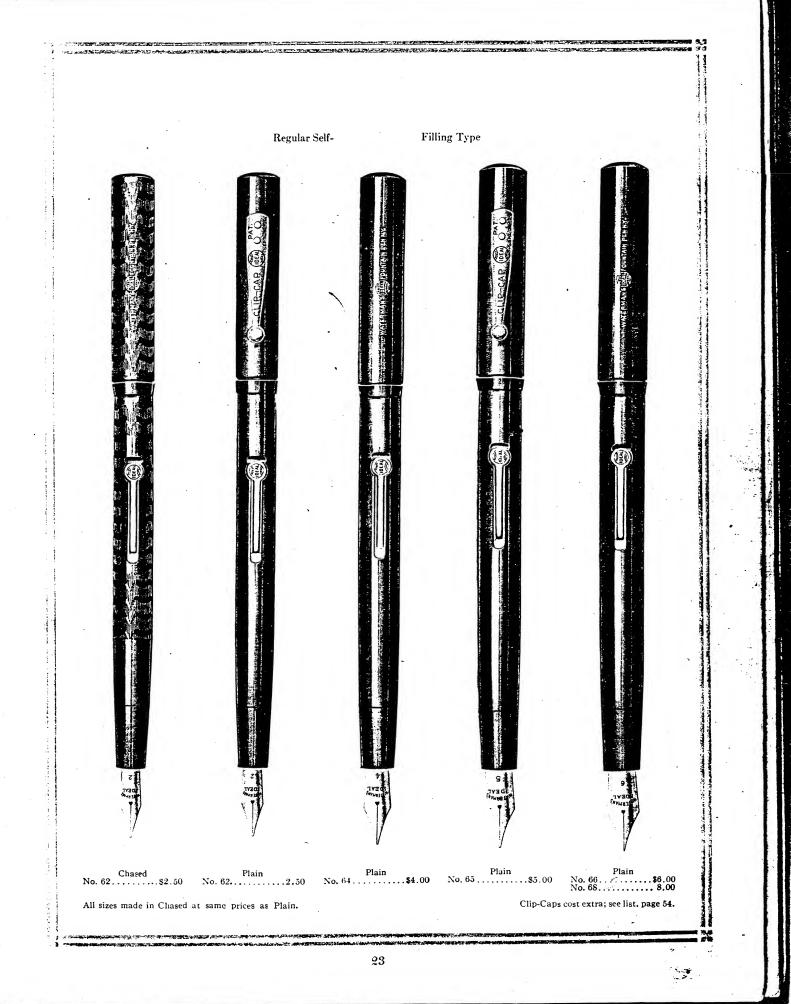




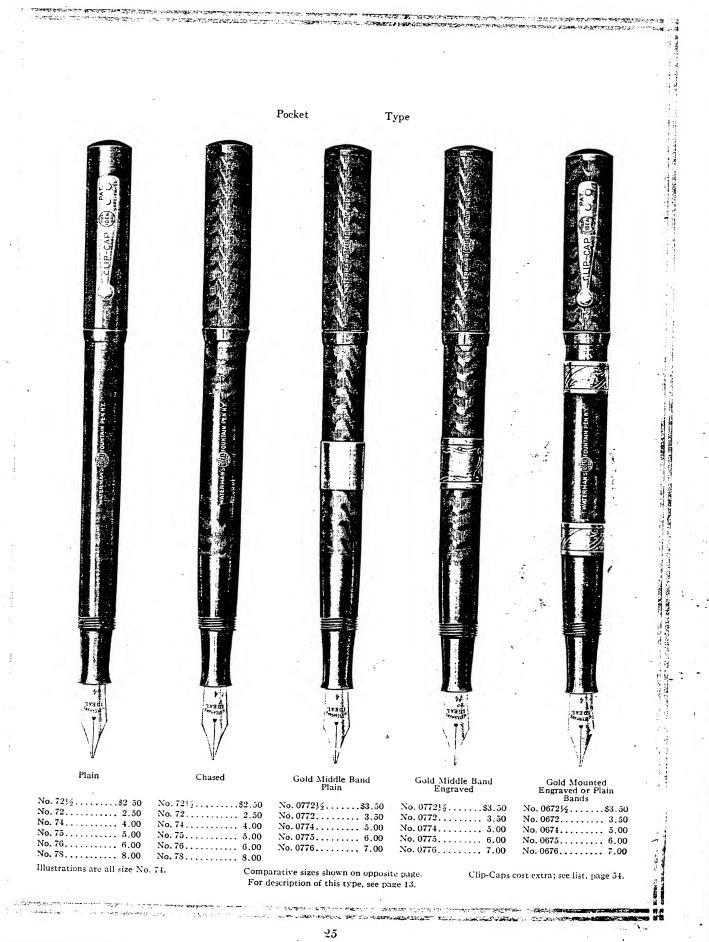
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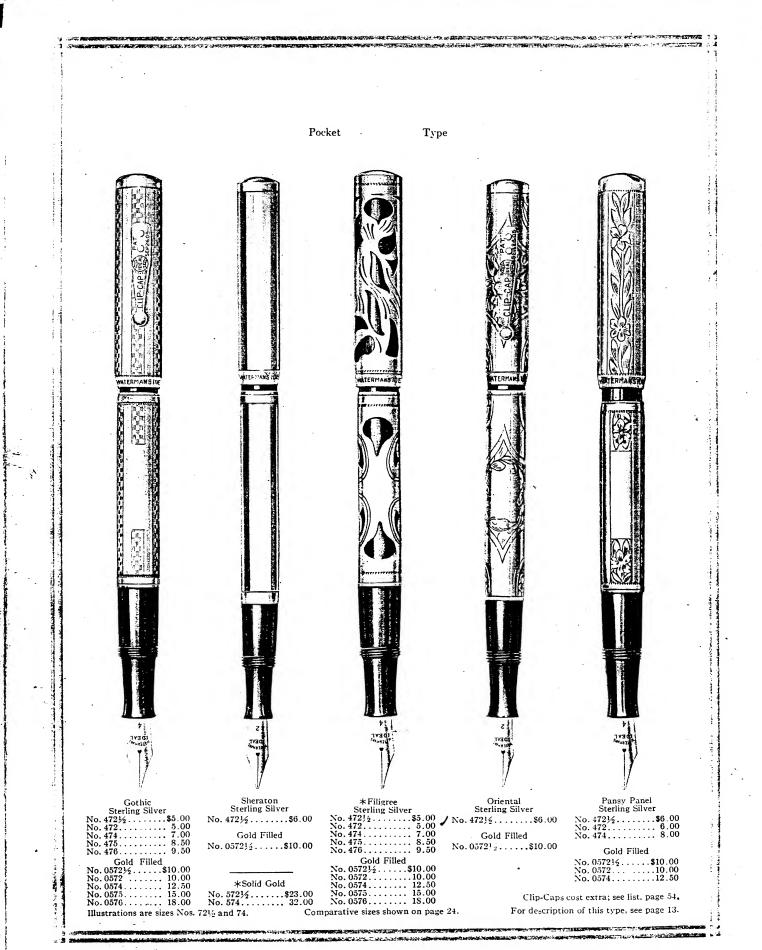


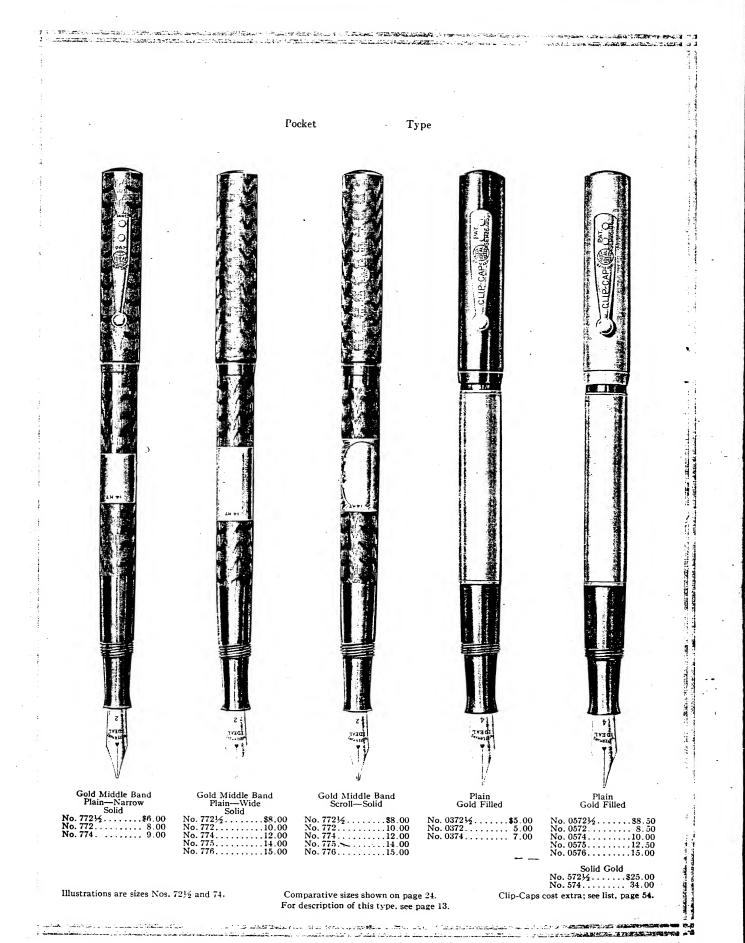


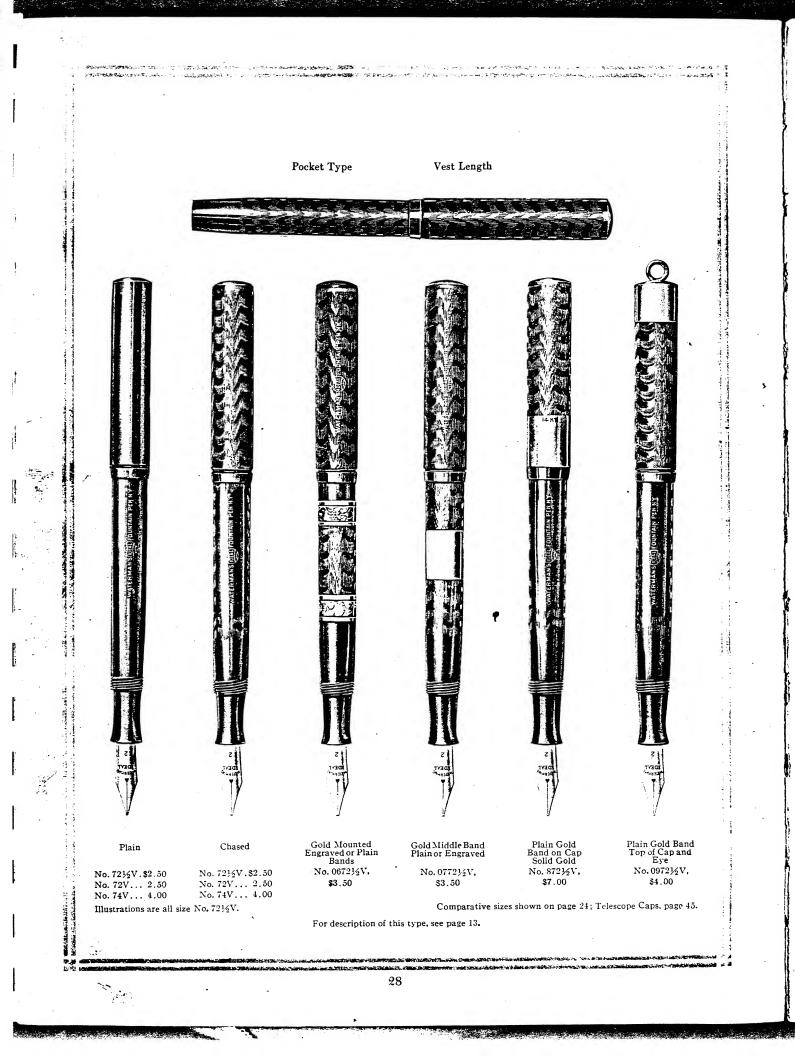


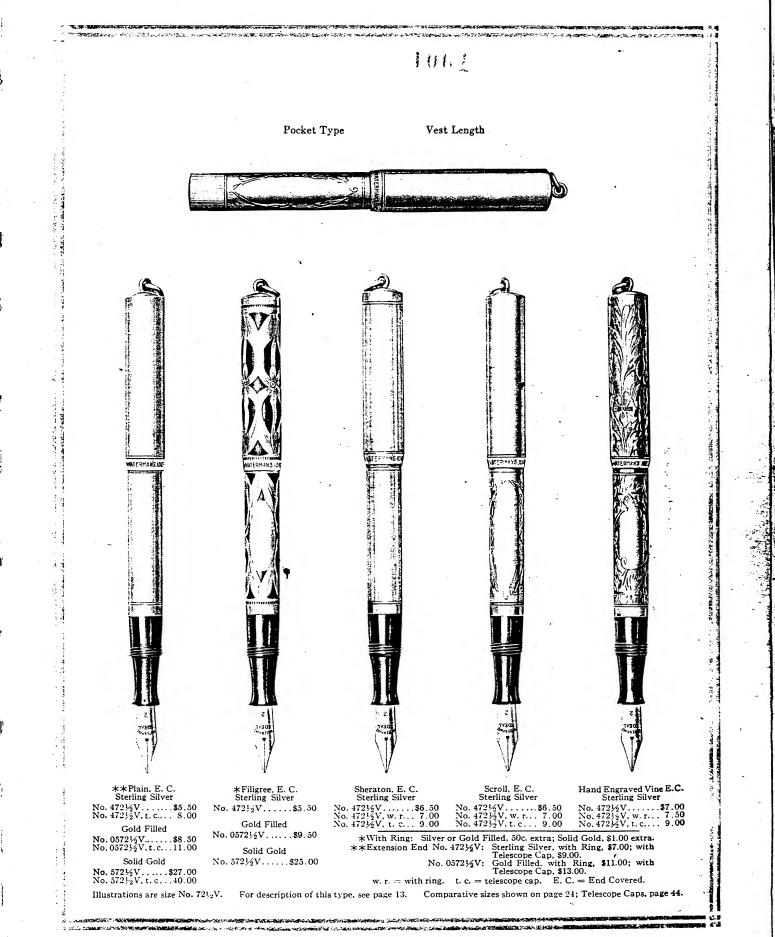


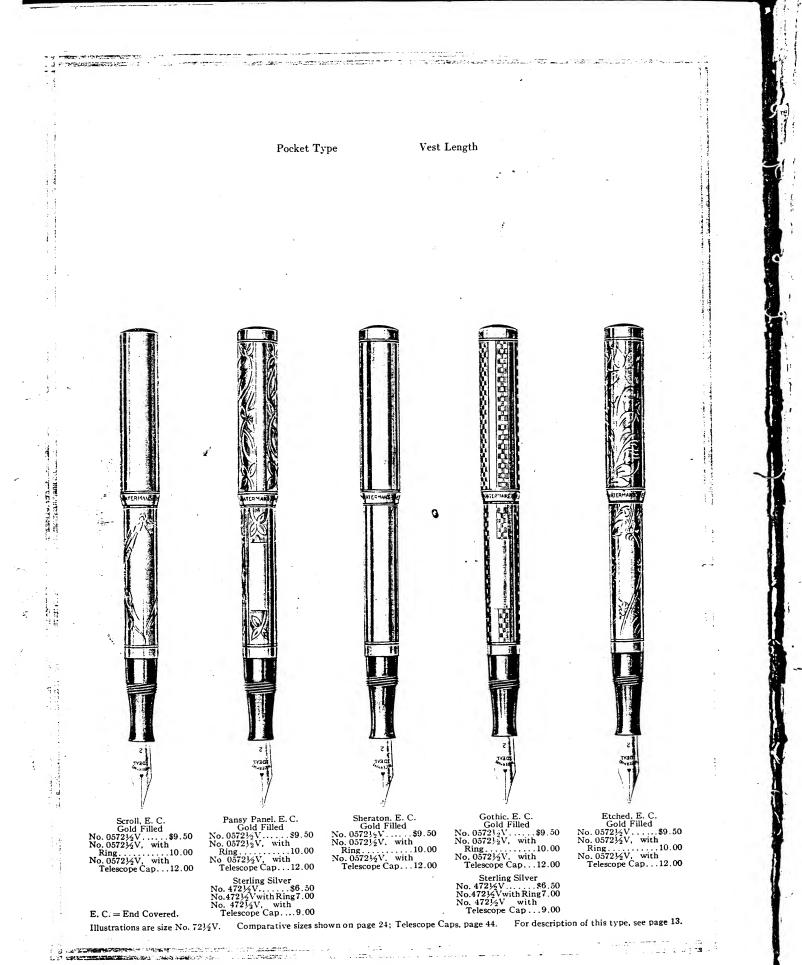


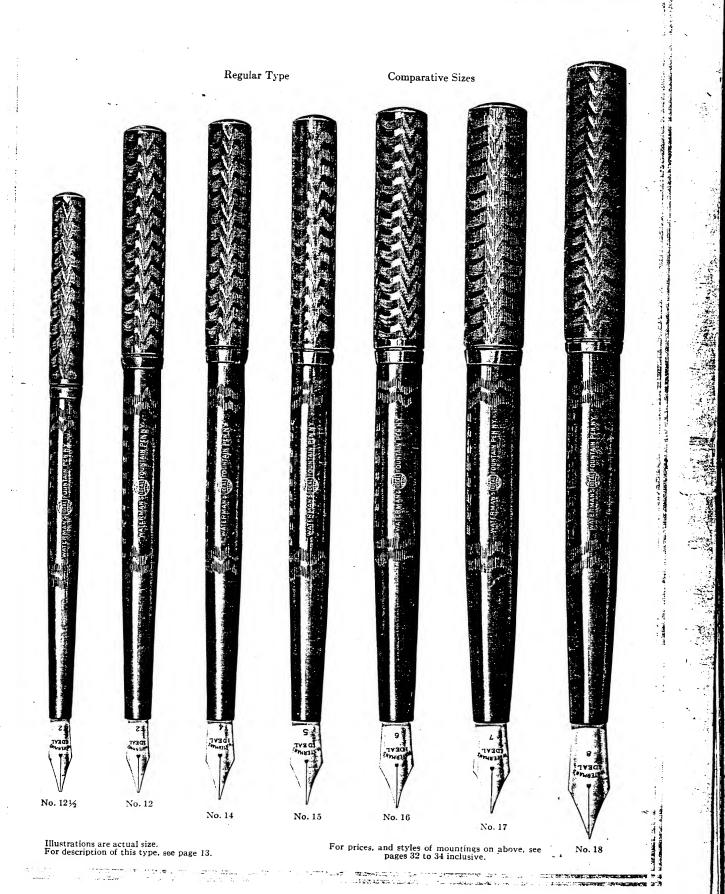


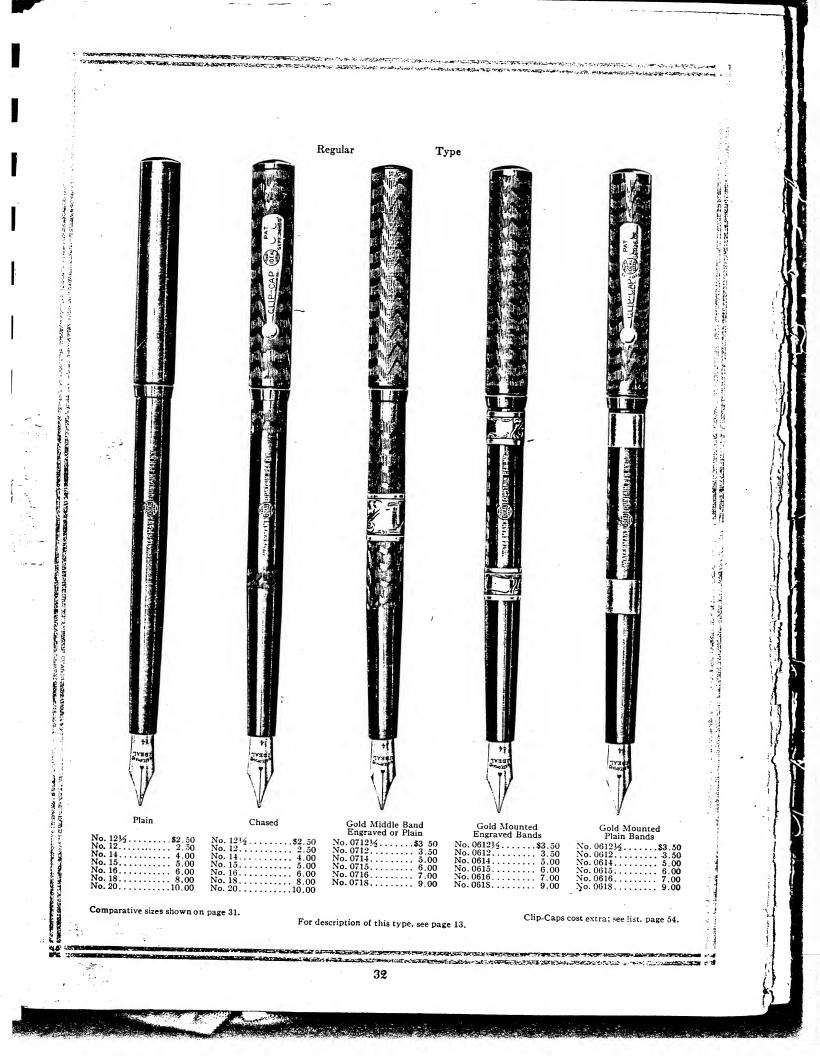


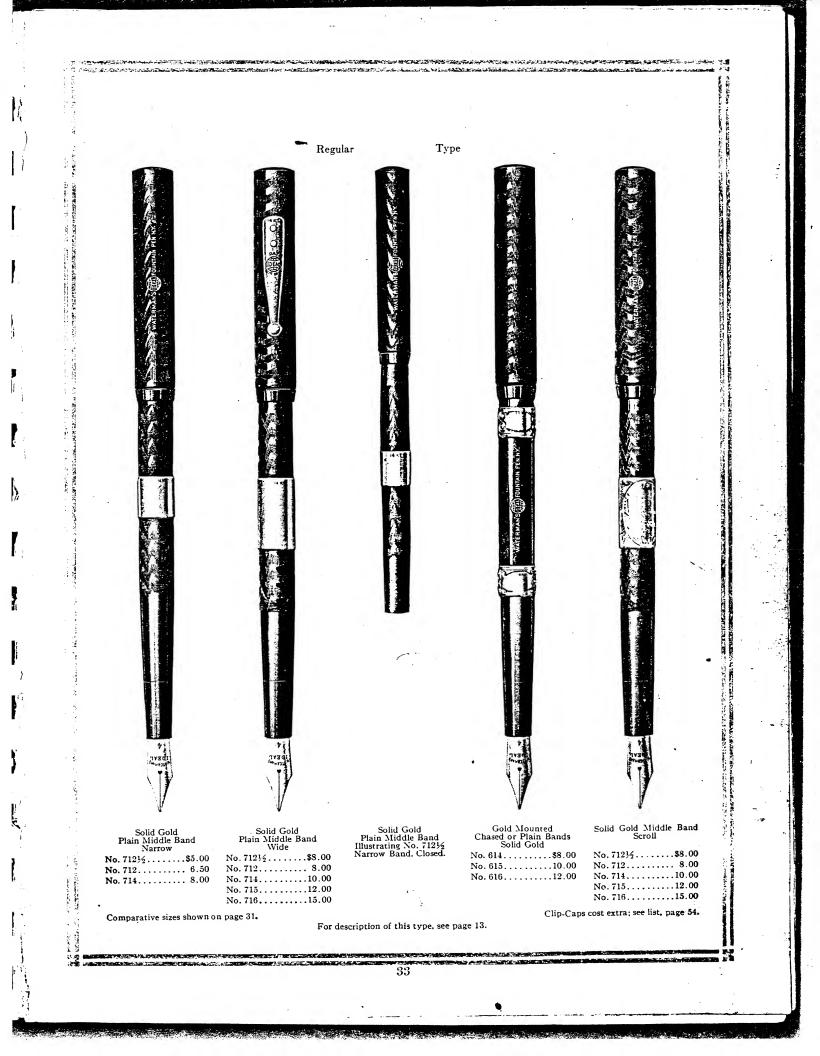


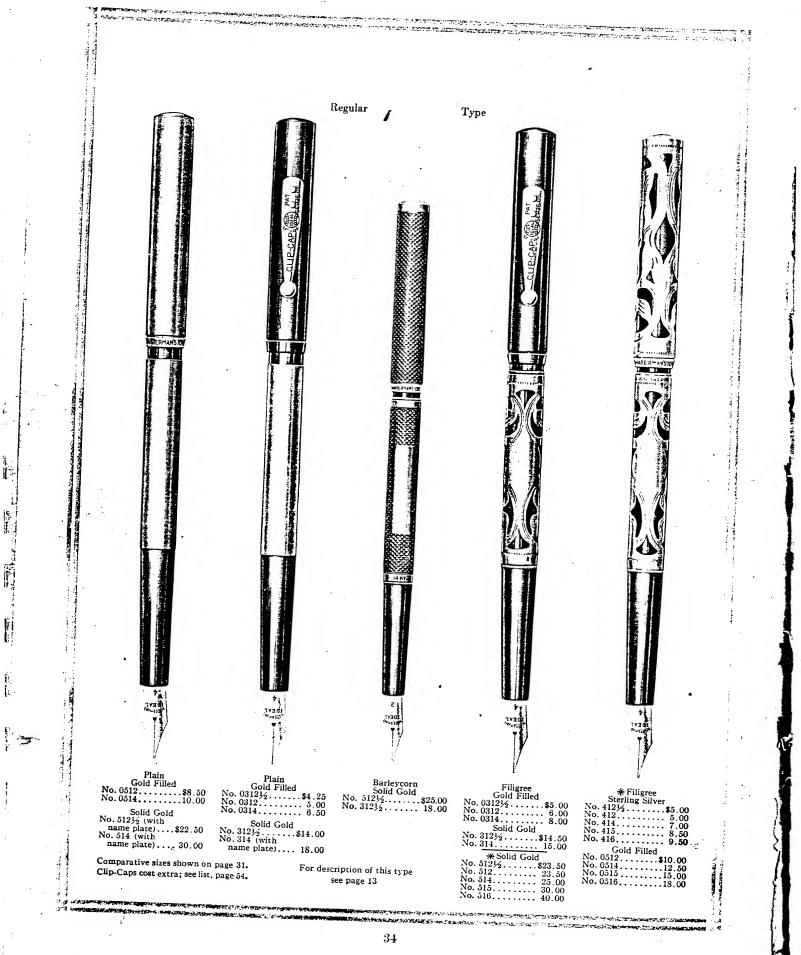








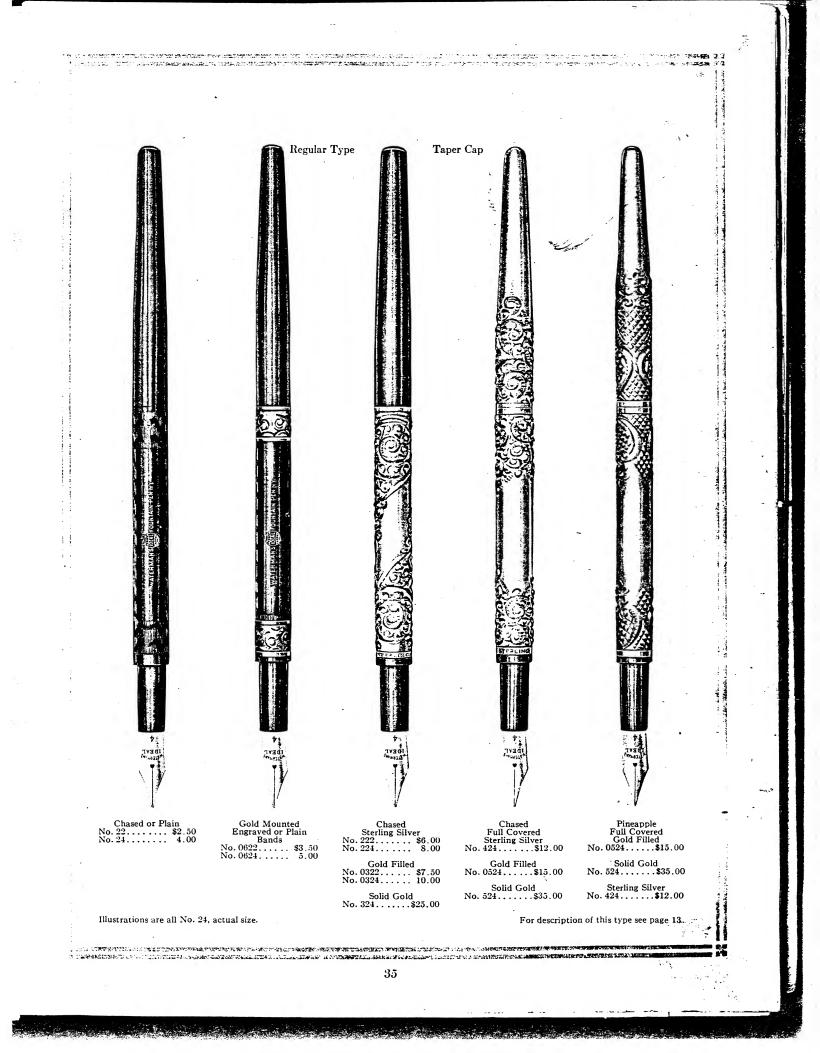


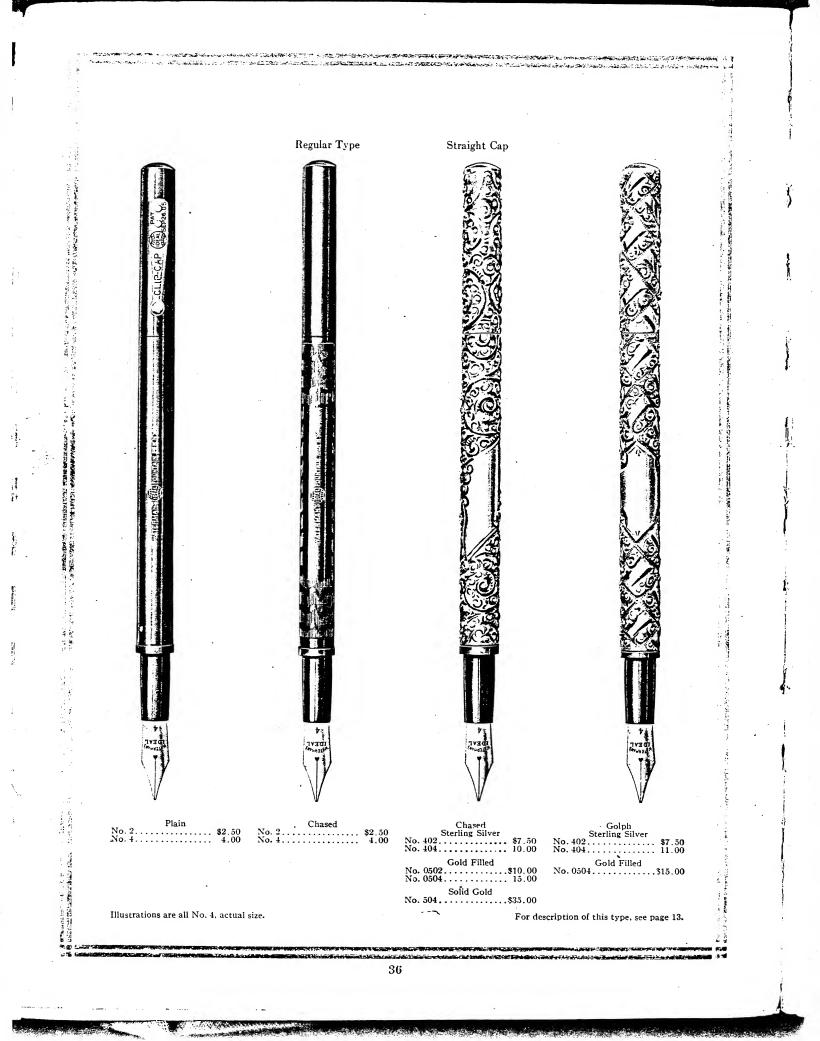


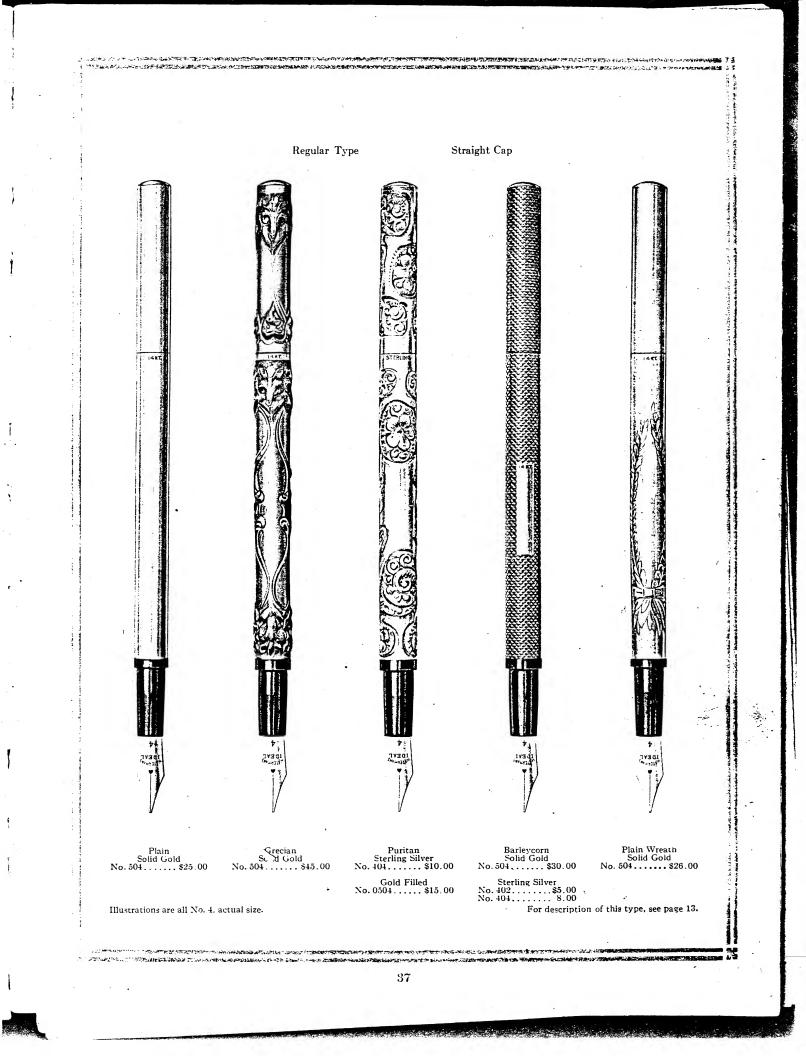
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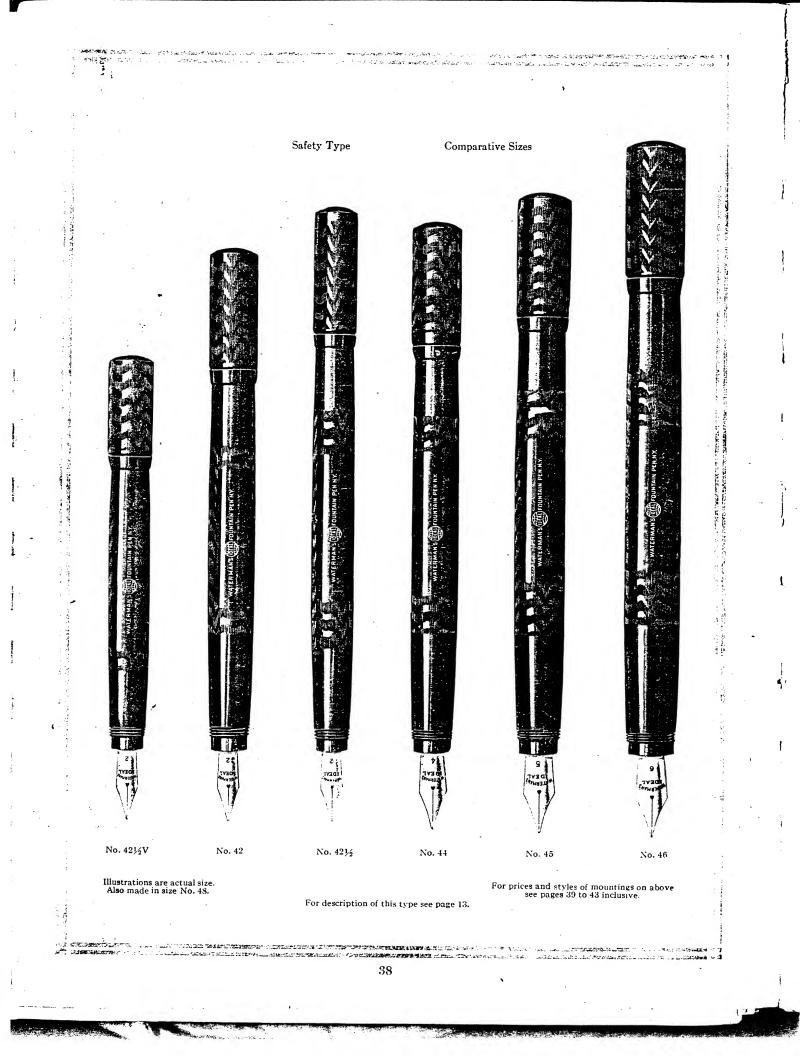
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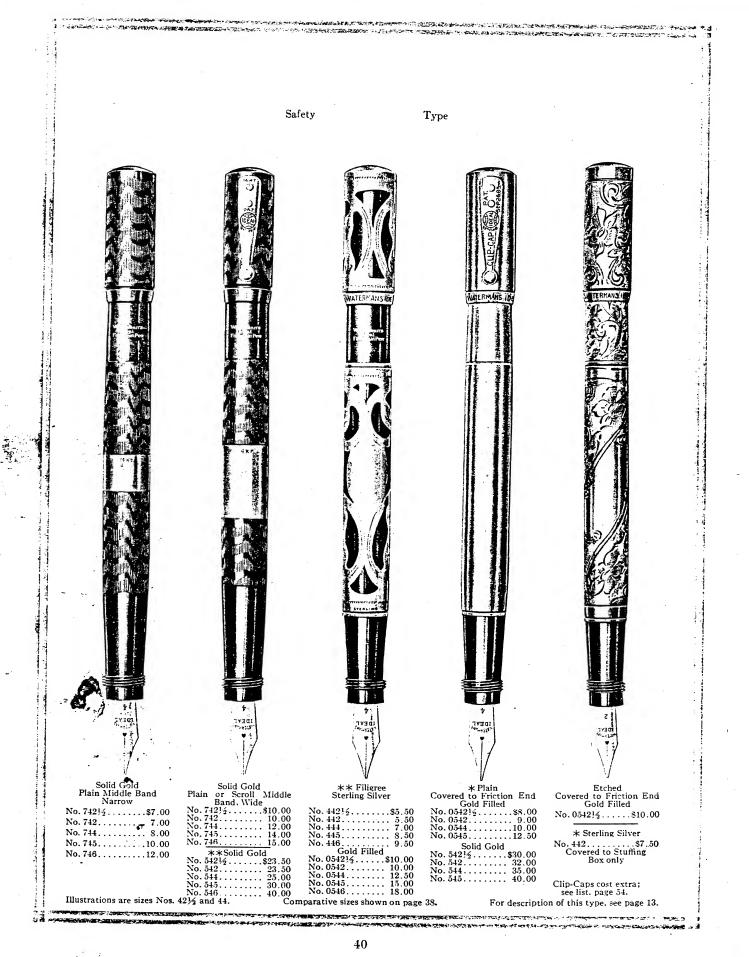




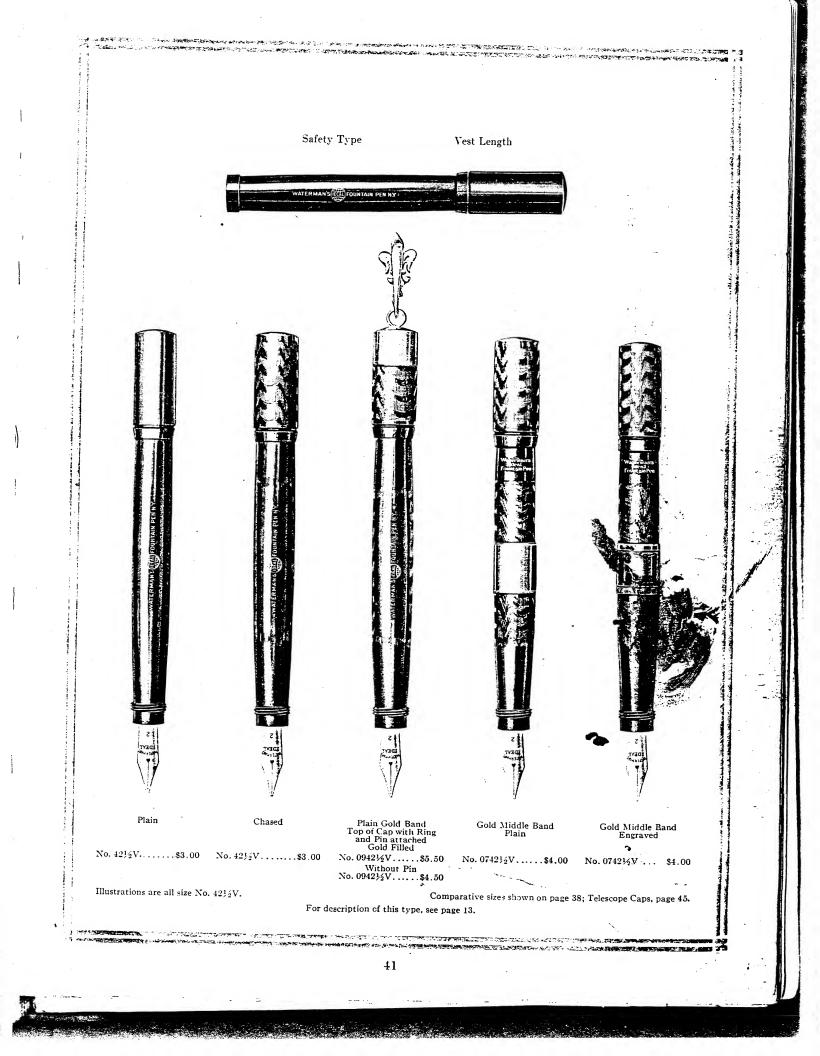


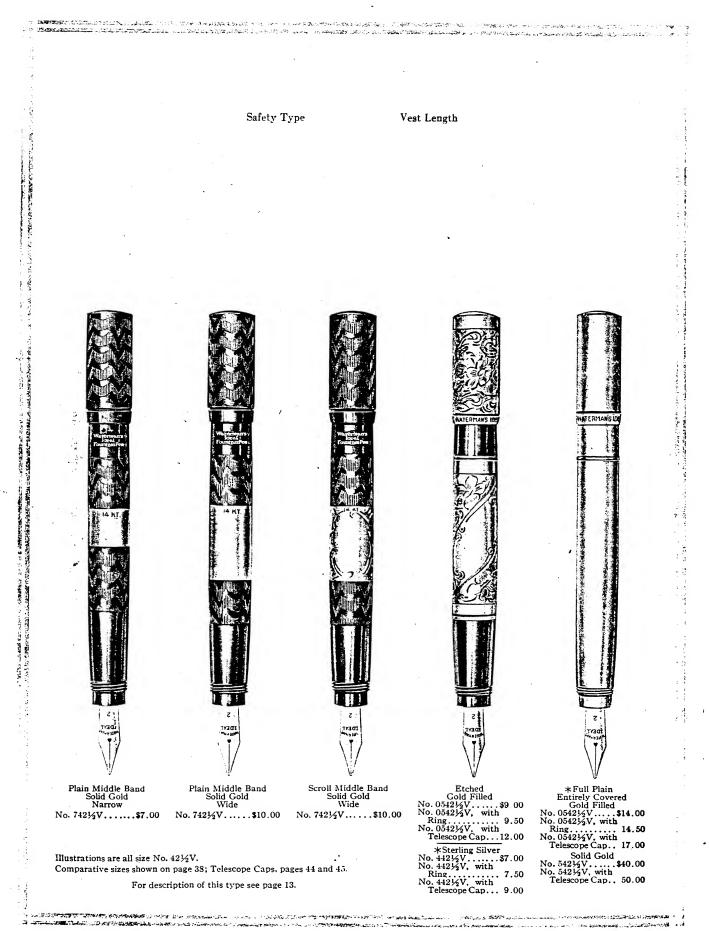


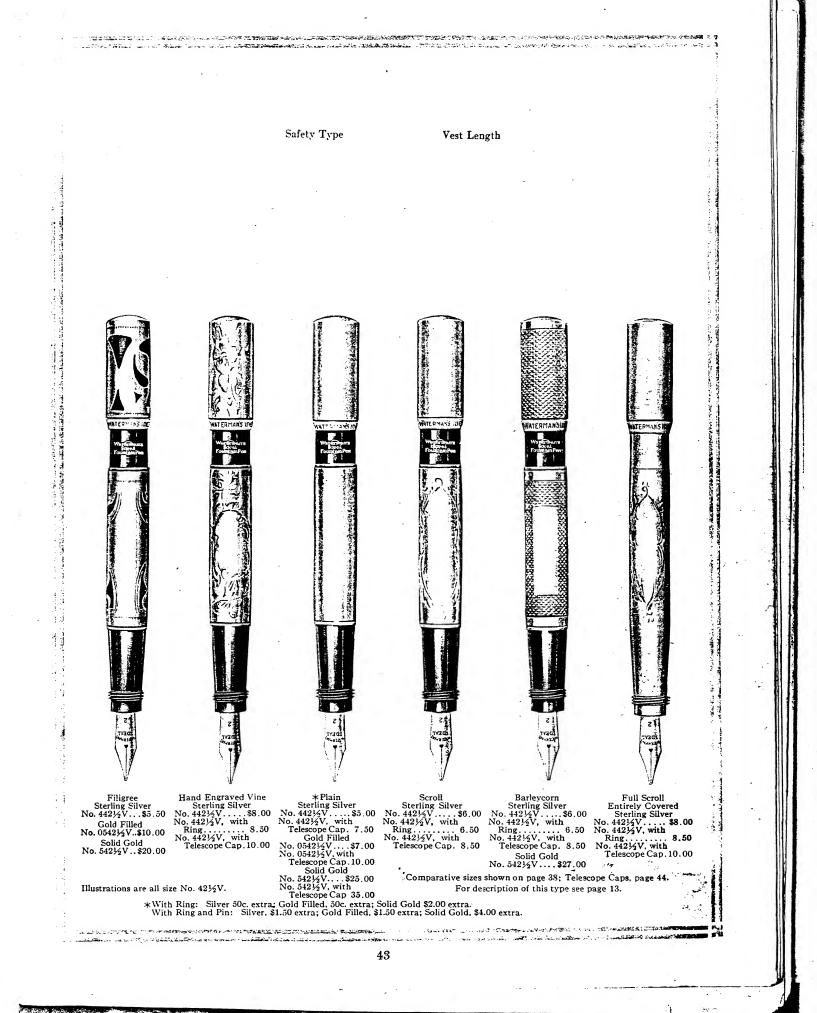


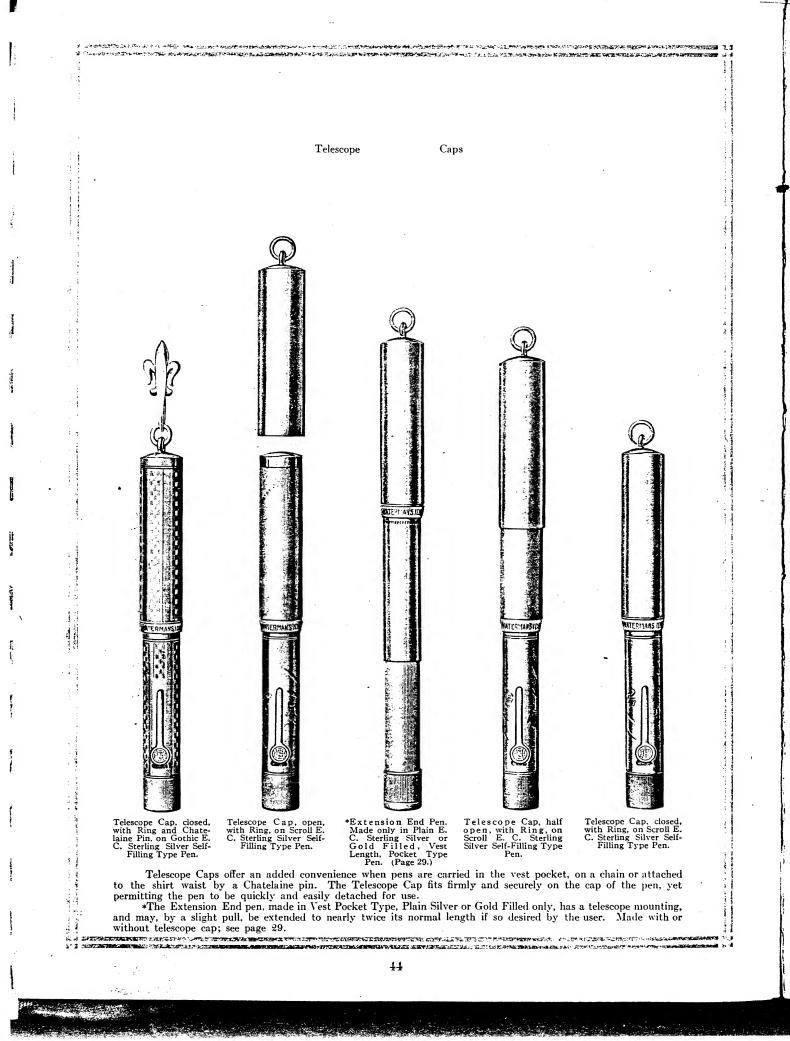


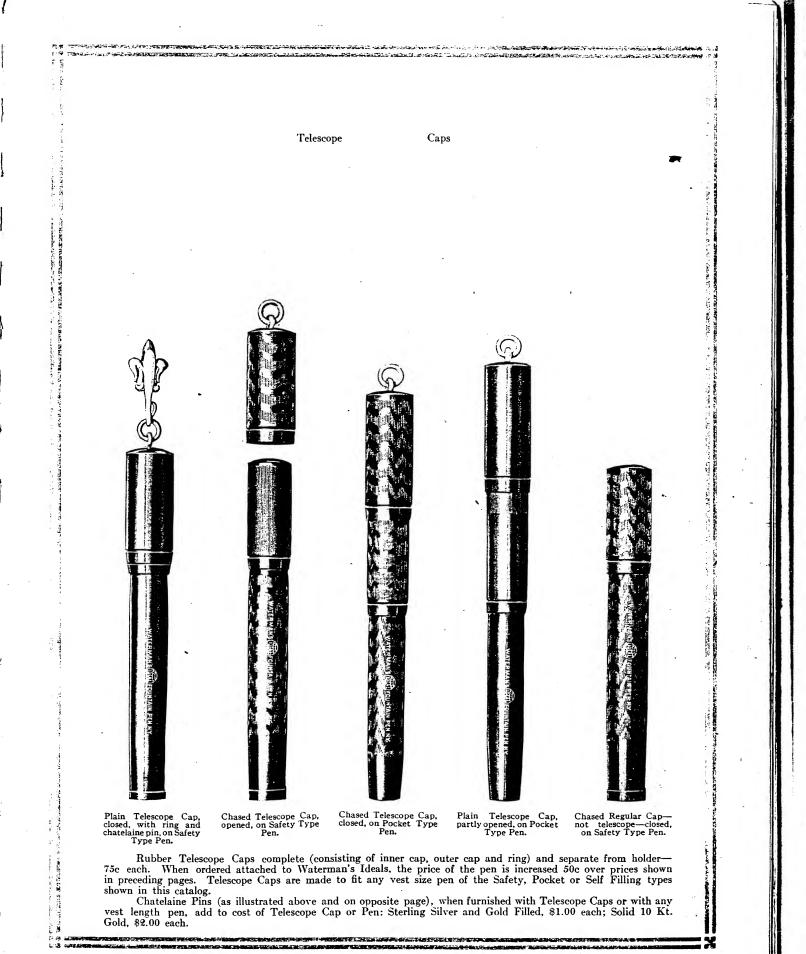
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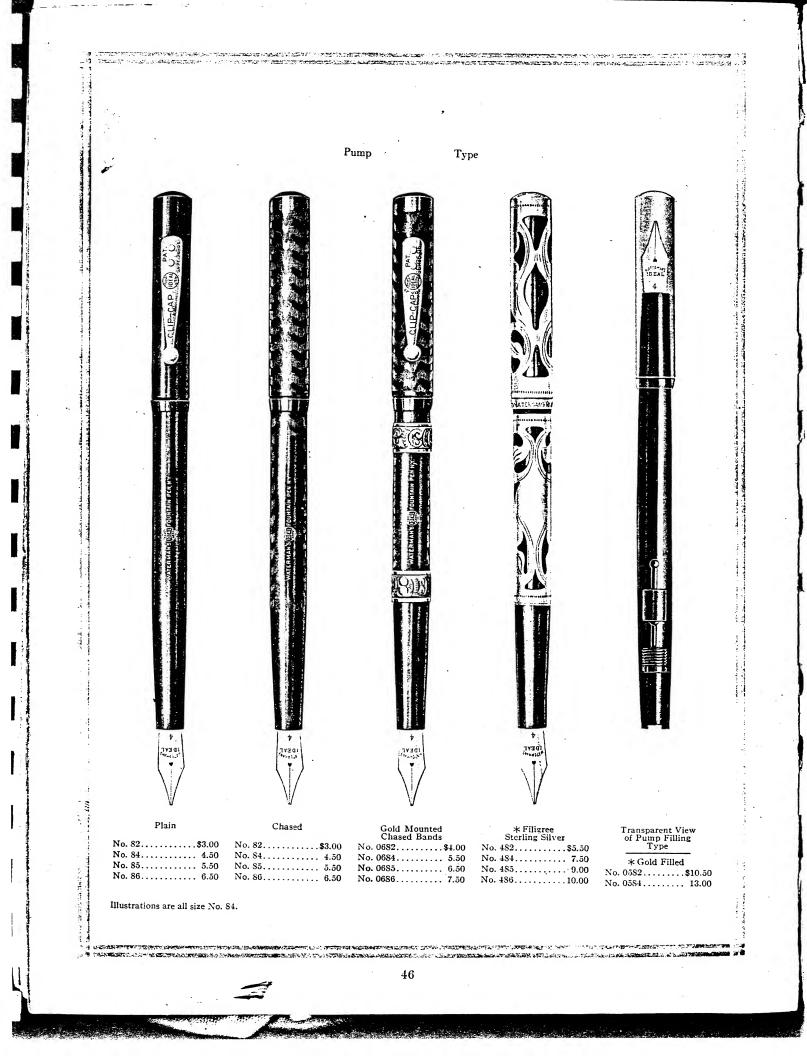


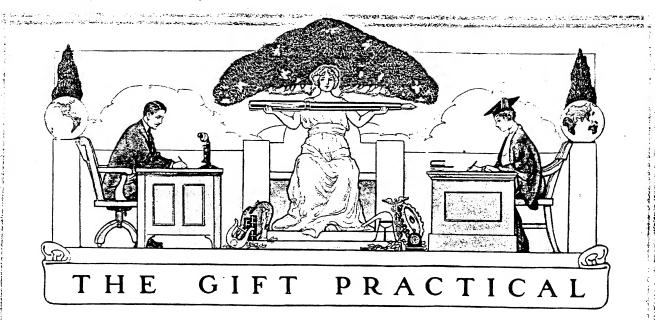












True Friendship finds expression in service and the selection of Gifts.

The measure of true Friendship is disclosed by the care we employ in choosing our tokens of esteem.

Nothing is more appropriate as a Gift than a Waterman's Ideal Fountain Pen. It is a constant friend and companion, ever ready to render faithful and efficient service, inspiring in the heart of its owner a feeling of gratitude that cannot be measured by any standard of intrinsic value.

Embodied in such a token are all the elements of the Gift Practical. It possesses the beauty that appeals to the artistic sense and the practical features essential to daily and constant use, making it a permanent, agreeable and useful reminder of the sincere feeling of friendship that prompted its selection.

Individualism may be expressed in the design of the mounting of the pen selected. Waterman's Ideals are made in a wide range of styles and special mountings from which a selection may be made suitable for any occasion.

Among the many types and styles illustrated in this catalog will be found silver and gold mountings fashioned into a variety of artistic and pleasing designs, and priced to suit every purse, while suggestions of more elaborate mountings of greater value are also shown (see pages 48 and 49).

Emblematic mountings of Class, Fraternity, College, Lodge, and many Clubs, Societies, etc., are shown on page 49.

When the Gift selected is a Waterman's Ideal Fountain Pen it is preeminently suitable for:—

Artist or Artisan	
Student or Scholar	
Soldier or Sailor	

Employee or Employer Lawyer or Merchant Child or Adult

No matter what the age, sex, profession, business, or walk in life, a fountain pen may be selected from the pages of this catalog that will be cherished for a lifetime, by its recipient, as The Gift Practical.

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